

Your Tourism Degree...What Next?

Tourism is a dynamic, global industry through which people experience the culture, heritage and environment of other countries, whether they are travelling for leisure, business or indeed adventure.

A wide variety of employment opportunities are available to specialists in the area of Tourism as it involves the management and operation of a vast range of businesses, which include airlines, hospitality providers, cruise and ferry operators, tour operators, visitor attractions, heritage centres, travel agencies and destination management organisations.

The Bachelor of Business (Honours) in Tourism provides students with the expertise and knowledge needed to become a successful manager or entrepreneur in this challenging and exciting industry. This course has a strong emphasis on the broad business, management and marketing subjects complemented with tourism specific modules.

What skills have I gained from my Tourism degree?

Tourism graduates gain knowledge about products, structures and operations within the tourism industry, learning about tour operators, airlines, hotels and tourist boards.

<ul style="list-style-type: none"> • Excellent customer service and customer relationship management skills. Well-developed communication and interpersonal skills.
<ul style="list-style-type: none"> • Problem-solving with an ability to identify innovative and creative solutions to situations while working in present time pressurised environments.
<ul style="list-style-type: none"> • Ability to work, organise, delegate and collaborate as part of a team.
<ul style="list-style-type: none"> • Good leadership and delegation skills as well as being able to work on your own initiative.
<ul style="list-style-type: none"> • Ability to organise and manage standards of service, profitability, staff, and market and promote an operation.
<ul style="list-style-type: none"> • Possess a detailed knowledge of the provision of hospitality services and standards.
<ul style="list-style-type: none"> • Source, research, evaluate and analyse information relevant to the Tourism Business. Identify and apply solutions to business problems and be able to identify opportunities.
<ul style="list-style-type: none"> • Marketing, human resource skills, management and organisational skills, both specifically to the Tourism environment and transferable to multiple environments.
<ul style="list-style-type: none"> • Ability to work to deadlines and work under pressure, time management, often thinking on your feet.
<ul style="list-style-type: none"> • IT Skills, need to have good IT skills and be a fairly proficient user.

<ul style="list-style-type: none"> • Knowledge of Tourism sector, ability to research and plan.
<ul style="list-style-type: none"> • Presentation skills, be comfortable presenting to groups of people, public speaking in many roles etc.
<ul style="list-style-type: none"> • Enthusiasm and motivation, with a willingness to learn.

What can I do with my Tourism Degree?

At its peak the tourism and hospitality industry in the Republic of Ireland had between 150,000 and 250,000 employees across all areas (depending on which criteria you use), earning over €6 billion for the Irish economy. But as with all sectors, the economic downturn led to recruitment freezes and job cuts in all public and private parts of the industry, outside of specialist roles.

But this sector is also one of the first to recover. As consumer confidence returns and people begin to know where they stand financially, the industry will see the benefit. Corporate business also returns to the industry as national and international trading begins again.

The Leisure industry

With health, fitness and ‘wellness’ issues remaining topical, a demand will remain in the Health and fitness Industry.

Sport - The larger sporting organisations appear to remain strong due to the ongoing popularity of sport in Ireland and elsewhere.

The Events industry - Events continue to happen – such as festivals and cultural events, from localised to bigger festivals, usually celebrating music, food, local heritage etc. especially throughout the summer. Marketing budgets often remain fairly high for larger events.

Growth areas - The cruise line industry has seen growth in recent years and remains an employment option. Some catering management companies in the ROI have reported growth leading to graduate opportunities.

Fáilte Ireland, the Northern Ireland Tourist Board and the Department of Arts, Sport and Tourism have targeted a number of strategic areas as potential growth areas worth investing in:

- Cultural tourism: a significant growth area worldwide, which has had an estimated value to the Irish economy of over €5 billion annually.
- Festivals and cultural events initiative: aims to spread events around the country and invest in attractive and sustainable events to enhance local and regional tourism.
- Food tourism.
- Sustainable/eco-tourism (also called agri, agro and rural tourism): a real global growth area.
- Adventure tourism.
- Short city breaks: Ireland as a city break destination.
- Car touring: seen by many tourists as a cheaper way to holiday.

- Sports tourism: involves a focus on bringing major sporting events to Ireland, particularly those which showcase Ireland as a tourism destination. Piggy-backing on events such as the Olympic Games in London 2012 were lucrative.
- Leisure pursuits/amenities: walking, hill walking, cruising, angling, golf, cycling, equestrian.
- Spa and wellness/well-being activities.
- New and developing markets such as China and India: knowledge of these markets (e.g. a desire to travel in groups) and the offering of suitable products is vital. Language skills can be vital for building these 'tourism' relationships.
- English language learning.
- Business/corporate tourism: offers real growth potential through marketing Ireland as a conference/business and incentive travel destination. The success of the Convention Centre Dublin is an example of this. The potential benefit to other sections of the tourism industry is also great, e.g. accommodation providers, leisure pursuits/amenities, food and drink sector.
- E-tourism: potential opportunities for those who want to innovate in and work on online marketing/sales and information management.
- Rapidly aging populations: this will mean a need for a far more expansive range of products and services aimed at this demographic group, e.g. cruises.

How can I get a job in hospitality, sport, leisure and tourism?

In the hospitality sector, 12 to 24-month management training programmes are an option for graduates wanting to get into management. For jobs outside of these programmes, the relevance of your degree and your level of experience will decide your point of entry.

In the tourism, leisure and sport sectors you are more likely to be looking for actual jobs rather than graduate programmes.

Apply to companies directly and use your contacts to get in. Join your professional body and attend industry events. Don't focus solely on job websites and agencies. Consider starting at the bottom and working your way up, particularly for jobs in tourism. Look to other industries for relevant experience and consider further study or training.

What are the different areas of work?

Graduate jobs are available across a vast range of employer types. These include:

- Hotels
- Restaurants
- Pubs
- Catering companies
- Food companies
- Leisure centres
- Entertainment and conference venues
- Hospitals
- Event management companies
- Heritage sites

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- Tour operators
- Travel agents
- Airlines
- Transport authorities
- National and regional tourism organisations
- Local authorities
- Sporting organisations.

Make sure to read up on your industry to find out about new areas, such as eco/sustainable tourism.

Typical employers

The travel and tourism sector comprises many different industries and sub-industries, including services such as retail travel, currency exchange, tour operators and tourist boards. It also covers passenger transport including coach, aviation, rail and waterways and visitor attractions such as museums, theme parks, zoos and heritage sites.

A variety of accommodation services also fall within this category, including hotels, hostels and holiday parks. Associated with hotels and core business operations are conferences and events, which provide considerable all-year-round employment opportunities.

Potential Areas of Employment

- Tourism & Heritage Promotion and Development
- Tourist & Heritage Guiding and Information
- Air, Cruise, and Coach based Travel & Management
- Visitor Attractions & Activity Centres
- Tourism Promotion & Marketing
- State Bodies involved in Tourism

Jobs directly related to your degree include:

- Holiday representative
- Tour manager
- Tourism officer
- Tourist information centre manager
- Travel agency manager/travel administrators

Jobs where your degree would be useful include:

- Customer service manager
- Event organiser
- Hotel manager
- Marketing executive
- Outdoor activities/education manager
- Work experience

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Voluntary work

Volunteering may also be a good option, especially if it means gaining experience in an area where job opportunities are more scarce.

- You could also consider summer work experience or spending time working abroad. This could include working at holiday or theme parks, in a resort or at summer camps abroad. You could also purchase a student railcard and travel through Europe, widening your cultural knowledge and language abilities.
- Consider looking at relevant short courses, such as TESOL or TEFL, which may present opportunities to work abroad teaching English language skills.

What are the 2015 graduates doing?

Company	Job Role
Ratbacher	Recruitment Consultant
The Fir Tree	Bartender
British Telecom	Call Advisor
Vodafone	Vodafone Sales Agent
Airbnb	Case Manager
Voxpro	Trust and Safety Agent
Claire's Accessories	Supervisor
Earths Edge	Operations Executive
	Receptionist
Rockwell Automation	HR Administrator
SAYIT Travel	Online Marketing Assistant
Starwood hotels	Sales & Service Associate
Muscra Security Limited	Security Guard

If you would like to know more about the First Destinations Survey please contact the Careers Office.

Postgraduate Study

Opportunities to specialise and up-skill.

Gaining a postgraduate qualification brings many benefits. It equips you with more specialised knowledge and skills and can enable you to avail of a wider range of career opportunities.

Postgrad courses specific to your degree include but not limited to:

MSc Hospitality Management DIT
MSc Event Management DIT
Higher Diploma International Hotel Management WIT
MSc International Tourism and Hospitality Management Griffith College Dublin
MA in Hospitality and Tourism Management Institute of Technology Tralee

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MA in International Hotel and Tourism Management University of Ulster
MA in International Tourism UL
MA Tourism Management DIT
Post Grad H.Dip Business in Tourism Marketing IT Carlow

A wide range of “conversion” postgraduate Diploma and Masters Courses are also an option, enabling you to “convert” to a different career sector.

You can search www.qualifax.ie course database for conversion post graduate courses.

Also go to, www.postgradireland.com .

For further information, go to the ‘Further/Postgraduate Study’ link on the Students page of our website; <http://www.mycit.ie/careers>.

Professional Training

There may be opportunities for continued/ongoing professional development & training within certain companies/job roles.

As global hospitality companies have come into the Irish market and as indigenous Irish companies have adopted employment and development practices similar to those of their multinational competitors this is becoming more common.

Structured management training programmes put a great emphasis on professional development; many organisations also offer a range of development courses to employees in order to learn/improve new skills etc.

Useful sources of Information

A wide range of relevant information on current trends, issues, training, advice, guidelines also has a careers and internships page

<http://www.failteireland.ie/In-Your-Sector.aspx>

www.tourismireland.com

<http://itaa.ie/> (Irish Travel Agents Association)

www.hospitality.ie

www.ihl.ie (Irish Hospitality Institute)

www.irishtourism.com

www.ihf.ie (Irish Hotel Federation)

www.hsmi.ie (Hospitality Sales & Marketing Association of Ireland)

www.itoa-ireland.com (Irish Tour Operators Association)

www.itaa.ie (Irish Travel Agents Association)

www.ilamireland.ie (Institute of Leisure and Amenity Management)

Employment opportunities

www.hotelandcateringjobs.ie (Recruitment agency for hospitality and catering sector)

<http://www.apb.ie/> (Recruitment agency for travel industry)

www.hoteljobs.ie (Irish Hotels Federation)

www.actionrecruitment.ie

www.thefirm.ie

www.hospitality.ie

<http://servisource.ie/hospitality-catering-jobs/> (Recruitment agency for hospitality & catering industry)

<http://www.rlconsult.com/> (Recruitment agency - Richard Lynch Consulting Cork):

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www.irishhoteljobs.com

Recruitment sites (Ireland) •

Tips:

- Check the jobs page on CIT's Careers & Employability Service website; <http://www.mycit.ie/careers>.
- Register with gradireland to get email alerts on employment opportunities as well as job search advice; www.gradireland.com
- If you are unsure about what direction to take after your degree, the gradireland Careers Report is a useful tool for matching your personal information and preferences to potential careers. Log on and register at www.gradireland.com to use the report.